

DIRECTOR, MARKETING AND COMMUNICATIONS

DEFINITION:

This position serves as the district's key public relations expert and is responsible for managing marketing, branding, public and media relations, crisis communications, and external affairs as well as internal communications initiatives.

DISTINGUISHING CHARACTERISTICS:

The Director of Marketing and Communications is responsible for developing and executing comprehensive marketing, communications, and public relations strategies to enhance the College's reputation, increase enrollment, and foster strong relationships with key stakeholders. This position requires a strategic thinker with exceptional leadership, communication, and interpersonal skills.

ESSENTIAL DUTIES: The following duties are typical of those performed by employees in this job title; however, employees may perform other related duties, and not all duties listed are necessarily performed by each employee in the job title.

- Marketing and Branding:
 - Manages and oversees the College's branding and messaging.
 - Oversees the development and implementation of marketing and communication strategies for various target audiences, including students, faculty, staff, alumni, donors, and community members aligned with the College's mission and goals.
 - Develops and implements innovative marketing campaigns to attract and retain students that support the goals of the district.
 - Oversees the creation of marketing materials, including print, digital, photography, and social media content.
 - Manages the College's website and social media channels, ensuring consistent messaging and engagement.
 - May direct the process for and development of college catalogs and related technical and promotional materials. Directs compilation of course offerings and general information into formats and layouts suitable for public distribution and access.
 - Conducts market research and analyzes data to inform marketing decisions.
- Public Relations and Media Relations:
 - Advises the Superintendent and Executive Cabinet on public relations.
 - Attends and supports a variety of meetings (e.g., monthly Governing Board meetings, community events, committee meetings, etc.), facilitates meetings and ensures transparency of District public information.
 - Serves as the primary spokesperson for the College, managing media relations, crisis communications, and public inquiries.
 - Directs, prepares, and reviews press releases, public service announcements, and other media materials on a regular basis that interpret the College to its internal and external publics.
 - Coordinates information gathering from the divisions, departments, units, offices, and individuals of the college for use in preparation of news releases. This includes working with the athletic department to enhance sports coverage.

- Builds and maintains strong relationships with local, regional, and national media outlets.
- Monitors media coverage and analyzes media sentiment to inform strategic communications efforts.
- Internal Communications:
 - Develops and implements effective internal communication strategies to keep employees informed and engaged.
 - Oversees the production of internal communications materials, such as newsletters, emails, and intranet content.
 - Facilitates employee engagement and fosters a positive organizational culture.
 - Collaborates with Student Services to support in-reach efforts and campaigns to increase student retention.
- Crisis Communications:
 - Develops and implements crisis communication plans to effectively respond to emergencies and reputational risks.
 - Manages crisis communication response efforts, coordinating with key stakeholders and media.
 - Responsible for managing the district's emergency alert system and ensuring appropriate access is provided to those involved in crisis management including establishing processes and protocols for utilizing the system.
- Budget Management:
 - Develops and manages the department's budget.
 - Ensures budget is allocated to support marketing campaigns aligned with the goals of the district.
- Team Leadership:
 - Recruits, hires, and develops a high-performing team of marketing and communications professionals.
 - Provides leadership, coaching, and mentoring to team members.
 - Plans, organizes, directs, controls, integrates, and evaluates the work of assigned staff
 - Takes disciplinary action, up to and including termination, to address performance deficiencies, in accordance with Board policies, Administrative Procedures, Human Resources procedures and collective bargaining agreements.
 - Fosters a diverse, collaborative, and creative work environment.
 - Demonstrates sensitivity to and understanding of diverse academic, socioeconomic, cultural, disability, gender identity, sexual orientation and ethnic backgrounds of community college students, faculty, and staff.
- Other Duties as Assigned:
 - Performs other duties as assigned by the President/Superintendent or designee.

MINIMUM QUALIFICATIONS:

Knowledge of:

- Theories, principles, practices and techniques of public relations, marketing, branding, and advertising applicable to a community college.
- Media relations.
- Methods used for student recruitment and retention.
- Principles and practices of promoting higher education.
- Departmental and project budgeting techniques and financial management.

- Advanced written and oral language and human relations skills to influence internal and external customers, make formal presentations, conduct training, and to manage the performance of others.
- Communications and media sources and their most effective uses, including print, broadcast, web, and social media, including usability guidelines and accessibility requirements.
- Principles and techniques for the design, content, layout, and production of marketing and public relations materials including uses of industry-standard graphic design software.
- Principles of conflict resolution and crisis management as they apply to assigned areas of responsibility.
- Advanced human relations skill to adapt to diverse personalities and styles, establish harmony and cooperation with work teams inside and outside the District, facilitate group discussions, make formal presentations, apply strategy in discussions, and carry out complex negotiations.
- Principles and practices of excellent customer service.
- Applicable federal, state, and local laws, rules, and regulations [including OSHA rules and regulations if applicable].
- Research methods and analysis techniques.
- Principles and practices of effective management and supervision, including performance measurement.
- Principles and practices of strategic planning.
- Basic principles and practices of organizational improvement and culture change.
- Safety policies and safe work practices applicable to the work being performed.
- Board Policies, Administrative Procedures, Human Resources procedures and collective bargaining agreements.

Skills and Abilities to:

- Plan and direct strategic communications, marketing, and public relations activities in a community college, applying sound research and analytical techniques in the collection, summarization, and analysis of information for media distribution and presentations.
- Represent the District effectively to community groups, businesses, and cultural organizations in public settings and with media representatives on various issues.
- Identify the characteristics of diverse target audiences and determine the most effective communication techniques for reaching and motivating these groups for maximum support of District programs, services, and activities.
- Coordinate and direct the production and distribution of a wide variety of promotional materials.
- Analyze situations accurately and adopt effective courses of action.
- Exercise the authority of the position with initiative, discretion, diplomacy, honesty, integrity, and tact.
- Define issues, analyze problems, evaluate alternatives, and develop sound, independent conclusions, and recommendations on complex public relations issues in accordance with laws, regulations, rules, and policies.
- Work collaboratively with District deans, directors and managers and the community and provide expert advice and counsel to develop solutions to complex issues.
- Organize, set priorities, and exercise expert, independent judgment within areas of responsibility.
- Develop and maintain an inclusive work environment that fosters diversity, respect, and engagement.

- Develop and implement appropriate procedures and controls.
- Prepare clear, concise, and comprehensive correspondence, reports, studies, and other written materials.
- Communicate effectively, both orally and in writing.
- Understand, interpret, explain, and apply applicable laws, codes, and ordinances.
- Make presentations and present proposals and recommendations clearly, logically, and persuasively to diverse audiences.
- Maintain a calm and composed demeanor in all situations including those involving a crisis or emergency.
- Operate a computer and use standard business software. This includes software applications for spreadsheets, word processing, presentations, database management, and specialized packages/applications.
- Sufficient math skills to perform business financial calculations and statistical analysis.
- Establish and maintain effective working relationships with all those encountered in the course of work.

Other Requirements:

Must possess a valid California driver's license and have a satisfactory driving record.

ILLUSTRATIVE EDUCATION AND EXPERIENCE: A typical way to obtain the above knowledge and skill is a combination of education and experience equivalent to:

A bachelor's degree from an accredited college or university in public relations, public administration, journalism, public policy, communications, marketing, or related field, and five (5) years of progressively responsible experience in public/governmental relations/marketing, community outreach, or public policy.

PHYSICAL CHARACTERISTICS: The physical abilities involved in the performance of essential duties are:

The conditions herein are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential job functions.

While performing the duties of this class, employees may sit or stand for extended periods and are regularly required to talk or hear, in person and by telephone; use hands to finger, handle, feel or operate computers and other standard office equipment; and reach with hands and arms. Duties require close vision and the ability to adjust focus. Use written and oral communication skills; read and interpret complex data, information and documents; analyze and solve complex and ambiguous problems; observe and interpret people and situations; learn and apply new information or skills; perform highly detailed work under changing, intensive deadlines on multiple concurrent tasks; and interact with all levels of the District, students, public officials, members of the media, vendors, the public and others encountered in the course of work. Work is typically conducted in an office environment. May require work in the evenings and/or on weekends and travel as part of the assignment.